

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. A display device for at least one modular merchandise unit having a substantially flat base comprising:

(a) a base comprising parallel first and second base walls and parallel third and fourth base walls connected to said first and second base walls;

(b) a housing supported by said base comprising parallel first and second side walls and a third side wall connected to said first and second side walls, said third side wall comprising a plurality of support openings arranged in at least two parallel rows of support openings in said third side wall with each shelf being supported in at least two support openings;

(c) a cover disposed on an upper portion of said first, second and third side walls;

(d) at least ~~one wheel~~ two wheels connected to said base and disposed in wheel wells provided in said base; and

(e) at least one shelf supported in said housing for receiving the base of the merchandise unit;

wherein said first and second base walls are aligned with said first and second side walls, and said third base wall is aligned with said third side wall;

each of said first and second base walls has a guide opening and a guide member for alignment of said display device with first and second additional display devices; and

said third base wall further comprises wheel guide openings adjacent to said wheel wells for alignment of said display device with a third additional display device.

Claim 2 (canceled).

Claim 3 (currently amended): The display device according to claim 1 wherein said third side wall further comprises an opening for use as a handle to pivot said device on said at least ~~one wheel~~ two wheels.

Claim 4 (original): The display device according to claim 1 further comprising a plurality of slots disposed in said cover for receipt of advertising material.

Claims 5-10 (canceled).

Claim 11 (new): A display device for at least one modular merchandise unit having a substantially flat base comprising:

- (a) a base;
- (b) a housing supported by said base comprising parallel first and second side walls and a third side wall connected to said first and second side walls;
- (c) a cover disposed on an upper portion of said first, second and third side walls;
- (d) at least two wheels connected to said base; and
- (e) at least one gravity-feed shelf supported in said housing for receiving the base of the merchandise unit;

wherein said at least one shelf comprises:

(a) at least two spaced-apart walls defining a channel between said walls; and

(b) at least one support comprising at least two spaced-apart members disposed in said channel for the base of the merchandise unit to ride on along a travel path in the channel;

wherein said support has an inclined rearward portion elevated at a first angle between 10° and 25°, a substantially horizontal forward portion, and an inclined intermediate portion connected to said rearward and forward portions elevated at a second angle greater than said first angle, said travel path being defined along said at least two spaced-apart members in the channel from said inclined rearward portion to said forward portion, said travel path being unobstructed between said rearward and forward portions so that the merchandise unit when placed on the rearward portion or the intermediate portion of said support will descend by gravity to the forward portion of said support for access to the unit in a selected presentation position.